

## Message Text

UNCLASSIFIED

PAGE 01 BONN 07447 291638Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----301124Z 054916 /13

R 291631Z APR 77  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7837  
USMISSION USBERLIN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG

UNCLAS BONN 07447

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: ADS REQUEST - MIL-EX SALES COMPANY, NASHVILLE,  
TENN.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE  
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

NORD-WEST-RING SCHUH-EINKAUFSGENOSSENSCHAFT  
BUNDESALLEE 32  
1000 BERLIN 31, GERMANY  
CONTACT: FRAU SCHEPPACH, MANAGER  
PHONE: 030 - 87 38 56  
COMMENT: COMPANY, MAJOR BERLIN DISTRIBUTOR FOR  
SHOES, WOULD WELCOME DIRECT CONTACTS WITH US FIRM.  
BERLIN'S DEMAND FOR FASHIONABLE FOOTWEAR IS GROWING  
STEADILY. MIL-EX MAY FIND A DYNAMIC DISTRIBUTOR HERE.  
NORD-WEST-RING'S MANAGEMENT INDICATES FOLLOWING BANK  
REF.: BERLINER BANK AG, HARDENBERGSTR. 32, 1000 BERLIN  
12; BERLINER DISCONTO BANK AG, OTTO-SUHR-ALLEE 6,  
1000 BERLIN 10. BERLIN SUBSIDIARY OF US COMPANY IS ALSO  
INTERESTED IN POSSIBLE COOPERATIVE ARRANGEMENT AND  
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SHOULD BE CONTACTED AT FOLLOWING ADDRESS:  
MR. DUANE BRUCE  
ARIZONA IMPORTE  
POSTFACH 3008  
1000 BERLIN 30, GERMANY.

ALFRED WENDEL KG

BITSCHER STR. 72  
6780 PIRMASSENS  
CONTACT: MR. SONDERS OR MR. KITZINGER  
PHONE: 06331-70021  
NORD-WEST RING EGMBH  
69 SCHAUMAINKAI  
6000 FRANKFURT/MAIN  
CONTACT: MR. AHLERS  
PHONE: 0611-610831

IMPORT SCHUH KG'  
OSTENDSTR. 20-26  
6083 WALLDORF/HESSEN  
CONTACT: MR. ECKRICH  
PHONE: 06105-71041

AMCONSUL DUESSELDORF COMMENT:

AFTER NEGATIVE REPLIES FROM GERMAN FIRMS, POST CALLED  
UP PURCHASING ASSOCIATION OF GERMAN LEATHER GOODS  
RETAILERS (MR. FROEHLICH) AND RECEIVED FOLLOWING  
INFORMATION: GERMAN MANUFACTURER PRICES FOR MEN'S  
AND WOMEN'S SHOES RANGE BETWEEN DM 50 AND 60. SHOES  
AT A RETAIL PRICE OF OVER DM 100 (AS SUGGESTED BY  
INQUIRING US FIRM) ARE ALMOST IMPOSSIBLE TO SELL.  
AMCONSUL STUTTGART COMMENT:

DISCUSSED THIS ADS IN DETAIL WITH LOCAL SHOE DEALERS.  
SHOWED SURPRISE ABOUT THIS PROPOSAL, SINCE IT IS KNOWN  
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THAT OVER THE YEARS, GENESCO HAS TRIED TO GET INTO THE  
GERMAN SHOE MARKET IN VARIOUS WAYS. SHOULD BE AWARE  
OF SITUATION OF GERMAN SHOE MARKET; PRICES DEFINITELY  
TOO HIGH CONSIDERING THAT FREIGHT, INSURANCE AND  
CUSTOMS EXPENSES HAVE TO BE ADDED. ANOTHER PROBLEM:  
WITHOUT SAMPLES BUSINESSMEN UNABLE TO MAKE DECISION ON  
SHOE QUALITY. GERMAN BUYER ASKS FOR VERY HIGH QUALITY  
IF WILLING TO PAY HIGH PRICES.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR  
STOESSEL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Message ID:** 973fb2a5-c288-dd11-92da-001cc4696bcc  
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**Original Handling Restrictions:** n/a  
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**Page Count:** 2  
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**Previous Handling Restrictions:** n/a  
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**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2814501  
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**Status:** NATIVE  
**Subject:** ADS REQUEST - MIL-EX SALES COMPANY, NASHVILLE, TENN. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY B  
**TAGS:** BEXP, GE  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009